



Nissan Pulsar sees 96% brand uplift from dynamic TV syncing campaign

wywy's breakthrough TV ad syncing technology almost doubles brand awareness for Nissan Pulsar

London, UK, 6 May 2015 – Leading automotive manufacturer, [Nissan](#), today announced the stellar success of its latest advertising campaign – in conjunction with TV ad syncing technology company, [wywy](#) – which resulted in a 96% brand uplift. The synchronised ad campaign enabled the simultaneous serving of TV ads to second screens via Facebook, mobile display, and video, marking a significant milestone within the industry and a media first for Nissan.

The campaign aired across four marketplaces (UK, France, Italy and Germany), and used wywy's LiveSync technology to engage the viewer on the first and second screen simultaneously. The TV-synced ads almost doubled brand awareness among the exposed audience, with a Nielsen Mobile Brand Effect study finding that over half (53%) of TV and digital viewers were aware of the Nissan Pulsar model following the ad campaign, compared to just over a quarter (27%) of the study's control audience and less than two-fifths (38%) of TV-only viewers.

As well as allowing Nissan to re-capture consumer attention on a second screen, wywy's technology enabled the brand to accurately analyse ad effectiveness in real time, and better understand its TV audience. wywy's TV analytics enable brands to pinpoint exactly when a TV commercial is aired – even when the actual broadcast time differs from the scheduled broadcast time – ensuring brands can calculate and determine the best-performing airtime. The analytics tool provided Nissan with key web performance indicators including visit uplift, bounce rate changes and conversion uplifts, delivering valuable insights on which day and time worked best.

Gareth Dunsmore, Marketing Communications General Manager, Nissan Europe, explains: "The results show the campaign effectively reached our target audience, who are typically distracted by a second screen during commercial breaks. Not only can we now sync our ads simultaneously across devices, but we are able to determine who is converting and which commercials are driving those conversions and when."

Fiona Smith, UK Country Manager, wywy, commented: “With around half of consumers now distracted by a mobile device during commercial breaks, wywy’s TV sync technology is a key tool for brands looking to overhaul their TV advertising campaigns and utilise the second screen to recapture the attention of viewers. In a multichannel world where brands must compete for attention, Nissan is taking innovative steps to boost brand awareness, and to drive and measure conversions.”

The Nissan Pulsar TV sync campaign ran from October to November 2014.

About wywy

wywy offers synchronisation of TV and online advertising to reach viewers on their second screen devices and increase ad awareness.

wywy's proprietary [TV Sync technology](#) enables advertisers to simultaneously target TV advertising in real time and across multiple screens to maximise ROI and analyse the online impact of each campaign.

Advertisers can also utilise wywy’s analytics tool to compare which TV creatives, networks and dayparts work best together, to optimise their media plan accordingly.

wywy supports 400 channels in seven countries and has offices in the US, UK, and Europe, with clients including Nissan, Hyundai, Visa, and Vodafone.

wywy won [‘Best Cross Platform Campaign’](#) at The Drum's Digital Trading Awards 2015, and is a Red Herring Top 100 2015 winner.

For more information, please visit www.wywy.com.

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